9 Hot Marketing Email Angles to Promote Your Program

What You'll Discover:

- 9 Tried and true email angles you can write and send to sell your program
- Email template ready for plug and play today
- And more...

People *Usually* Wonder...

1 - "How many emails should I send?"
No hard and fast rule
Minimum 3

2 - "How do I write emails without it taking a lot of time?"
Start with the end in mind and work backwards.
Map your emails ahead of time and plot the days they'll go out.

3 - "Will I make people angry by sending too many emails?"
You will upset people no matter how many emails you send.

9 Email Templates You Can Use Today!

#1: Announcement Email

- **Purpose:** To announce your program for the first time.
  - Introducing… [Program Title]
  - Now Open: [Program Title]
  - Brand New: [Program Title]

#1: Announcement Email

- Creates excitement around the amazing or unique opportunity of your program.

- Uses terms such as:
  - "Never done before"
  - "Exclusive XX% discount"

#1: Announcement Email

- Shares your "why" behind doing it.
  - After years of research, I decided to...
  - After being inspired by the positive transformations I've witnessed, I decided to...

#1: Announcement Email

- Highlights any exclusive or special pricing.
- Includes a strong Call to Action.
  - Join TODAY. Doors close DATE at midnight.

#2: Case Study/ Testimonial Email

- **Purpose:** To share the successes others have achieved using the methods, strategies and/or tools you teach inside your program.
  - How "XYZ" did amazing thing (How Sara doubled her income)
  - "XYZ" shocks the world after doing the seemingly impossible (Mark shocks his Ex after losing 30lbs)

#2: Case Study/ Testimonial Email

- You can also be the case study/ testimonial!
  - How I doubled my income
  - How I reversed Type 2 Diabetes

#2: Case Study/ Testimonial Email

- Provides social proof as well as lets readers know they are next to see remarkable results!
  - "If Sarah can do it, so can you."
  - "Now I'm going to show you how you can achieve the same results."

#2: Case Study/ Testimonial Email

- Ensure the email establishes a connection between the testimonial and the outcome of the program.
  - If your program is about achieving career goals, don't use weight loss testimonials.
  - No "specific" testimonials? Use general testimonials that speak to how amazing you are at what you do.

#3: Handle an Objection Email

- **Purpose:** To pick an objection a person would have to achieving the outcome your program promises.
- Everyone's got objections. Might as well address them head-on!

#3: Handle an Objection Email

- Objections are the things they believe about the problem they have, but aren't true.
  - I'll never be able to do it because _____.
  - It's never going to work for me because ____.
  - I don't know anyone else who has done it.
  - I've tried before and failed.
  - I'm too old, thin, busy, etc.

#3: Handle an Objection Email

- It gives them hope about what's possible for them!
- Example of framing:
  - How to (achieve desired result), even if (objection) has happened before.
  - Ex. How to (negotiate a better salary) even if you've (been denied) before.

#4: Statistics Email

- **Purpose:** To use data and respected authority to help support the importance of getting your program.

- These emails are powerful because they lean on facts, and data to solidify a point.

#4: Statistics Email

- Ensure the data supports the need for the solution you provide.

- For example, say a person offers a program that helps caregivers take better care of themselves because statics show caregivers end up just as sick as those they provide assistance to. You'd want to highlight statistics that shed light to this.

#4: Statistics Email

- Can begin with statements and questions such as:
  - Did you know [XX%] of people … ?
  - Want to know how [XX%] of people are able to…?
  - According to [XX]…

#5: Debunk a Myth Email

- **Purpose:** Another way to handle an objection. But in this case, you're specifically debunking a widely held, but incorrect belief that your program can resolve.

- It revives hope by helping the reader feel like their deepest desire is not completely out of reach.

#5: Debunk a Myth Email

- For example, if you have a program that targets male introverts who are want better dates.
  - Myth they believe --> Being outgoing is the key to scoring a date
  - Myth debunked --> Your program spills the secrets on how even introverts can land hot dates.

#5: Debunk a Myth Email

- Can start your email with a question such as:
  - Do you believe that [desire] is only for those who [widely believed myth]?
  - Do you believe that [getting a hot date in 2023] is [only for guys who are outgoing]? those who earn six figure incomes]?

#5: Debunk a Myth Email

- The "Call to Action" also debunks the myth:
  - Ready to [achieve desire], even if [myth believed]? Join Today!
  - Ready to start enjoying hot dates even if you've been shy your entire life? Join today and experience the thrill of a hot date by Valentine's Day!

#6: FAQ Email

- **Purpose:** This email addresses several questions, doubts, and concerns all at once.
- Can include reminders of benefits shared before in previous emails.
- It's often used closer to the end of your promotion period to answer any last questions people have.

#6: FAQ Email

- Can start off with statements such as:
  - People have asked me so many questions about [Program NAME], so I decided I'd answer them here.

#7: Feature or Hot Bonus Email

- **Purpose:** Focuses on a feature, bonus, or benefit of the program that didn't receive much highlight before.

- It makes the reader pay attention to other aspects of your offer.

#7: Feature or Hot Bonus Email

- Uses that bonus/feature as the "lead" and then tells them how they get it as an addition when they register for your program.

- For example, if your program is about weight loss, then maybe you are offering a meal plan guide as a bonus.

#7: Feature or Hot Bonus Email

- Features you can focus on:
  - Checklist
  - 1-1 or Group coaching sessions
  - Workbook
  - Guide
  - Additional Program
  - Specific Module

#8: Reminder Email

- **Purpose:** Reminds your audience of the offer and that they don't have much time left to take advantage of it!
- It uses the power of scarcity and pending deadlines.
- You can reiterate the benefit, feature or bonus you highlighted in the "Feature/ Hot Bonus Email".

#8: Reminder Email

- Send it either one or two days before doors close.
- Can include language such as:
  - 24 Hours Left
  - 1 Day Left
  - Last chance to grab [Program Name]

#9: Last Chance Email

- **Purpose:** To let readers know it's the last day to jump inside the program.

- Creates a sense of urgency and feeling of remorse, if they miss out.

#9: Last Chance Email

- Remind them of the pain they're currently in and how your program will help them out of that pain.

- Subject line often includes:
  - Final Chance to register for [PROGRAM NAME]
  - Final Day to join [PROGRAM NAME]

#9: Last Chance Email

- Lay out the offer again.
- Remind them of the timeframe they'll achieve results (5 weeks, 1 month, etc.).



#9: Last Chance Email

- Can include any guarantees (if you're offering one)

- Reiterates successes you've had or your clients have had.





Fill-In-The Blank Template You Can Use

Announcement Email Template

Subject Line: Introducing... [Program NAME]

NAME, have you ever felt [common pain point or struggle]? I know I have, and that's what led me to embark on a journey of transformation. After countless hours of research and trial-and-error, I'm overjoyed to introduce [Program Name]!

[Program Name] is more than just a program; it's the culmination of my own journey and the desire to help others overcome [challenge]. Through this program, I've distilled the most effective strategies and insights that have brought me success in [relevant area].

I believe that everyone deserves to experience [highlight the positive outcomes], and I'm excited to share these tools with you in [Program Name].

Ready to transform your [area of improvement]? Click here to unlock endless possibilities.

Your commitment to [whatever their desiring to change] means everything to me, and I can't wait to see the incredible results you see you inside [Program Name].

Your transformation starts with a single click. Head here for details --> LINK

Before You Write an Email, Answer These Questions:

1. What's your target audience's core problem?

2. What's the one thing they want to change that your program will help them with?

3. What's the name of your program?

4. What challenge does your program help people overcome?

5. What are 3 outcomes/takeaways they ultimately want to experience?



If you've answered all the questions, raise your hand and I'll select someone to work on an Announcement Email with!

Announcement Email Template

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Let's try it out!

Take 5 minutes to write your announcement email.



Any questions?

You'll receive additional email templates and examples in the Facebook group!

Use A.I. To Help

ChatGPT and other A.I. tools can assist with brainstorming subject lines, and CTAs.

Also once finished, you can ask ChatGPT to rate your email on a scale from 1- 5 on effectiveness and persuasiveness.

Additional Tips for Success

- Evaluate Your Stats (opens, and clicks)
- Keep One Focus Per Email
- Always Ask Yourself, "What's In It For Them?"
- Remember – As long as you're being of service, your emails are a
- blessing, not a burden.

Want me to review your email?

Post inside the Facebook group and I'll check out it out!

Thank You!

